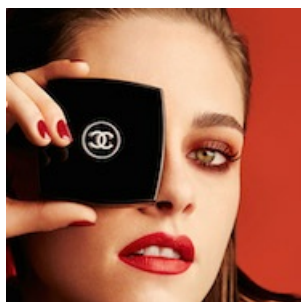


FRAGRANCE AND PERSONAL CARE

## Chanel packages power of femininity in crimson cosmetics

July 19, 2016



*Kristen Stewart for Chanel*

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By SARAH JONES

French fashion house Chanel is delving into the dominant properties of red as it launches its first cosmetic collection designed by global creative makeup and color designer Lucia Pica.

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A favorite hue of brand founder Gabrielle "Coco" Chanel, red served as the muse for Ms. Pica's Le Rouge Collection N 1, giving lipstick, nailpolish and eyeshadow added depth and intensity. This collection reflects a modernization of a house code, enabling Ms. Pica to leave her mark while keeping within the boundaries Chanel consumers are familiar with.

"Red for cosmetics is like black for fashion- it's always in style and red is Chanel's signature color," said Terry Rieser, co-founder and COO of **Tag Creative**, New York. "As a red collection, Ms. Pica is bringing a cool new attitude to a classic look and brand."

Ms. Rieser is not affiliated with Chanel, but agreed to comment as an industry expert.

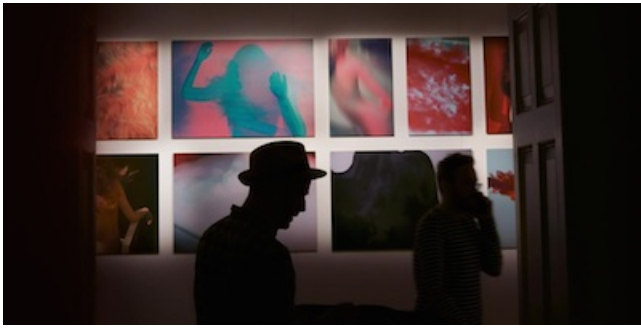
**Chanel** did not respond before press deadline.

Ready for red

Talking directly to consumers in a video, Ms. Pica explains her choices. In addition to paying homage to a pillar of the brand, she wanted to take a closer look at red's influence on an individual's feelings and thoughts.

Within her interview, Ms. Pica shares a quote from Ms. Chanel that has inspired her personally: "Put your red lipstick on and attack."

Wanting to explore her inspirations for the collection further, Ms. Pica gathered friends in creative fields for a film and book project.



*Photographic inspirations for Le Rouge Collection N 1 on display at the launch event*

Chanel's film opens with an out-of-focus shot of flowers wet with dew spread on a surface. Shifting to another inspiration, the film captures the shape of hands moving behind a backlit piece of red fabric.

The abstract film continues with shots of everything from wavy red hair to the glistening seeds of a pomegranate.

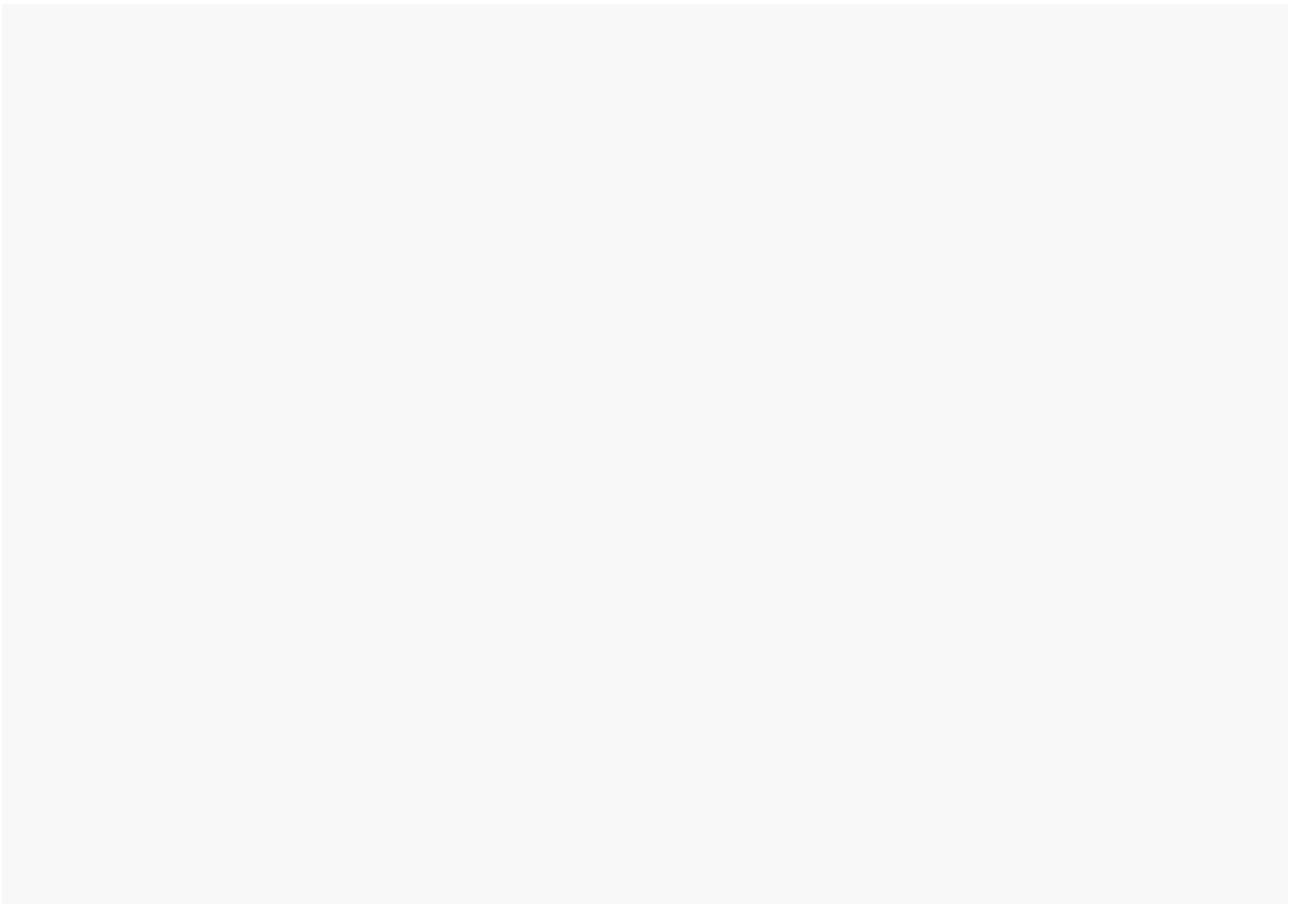
Both the intrinsically beautiful and the seemingly mundane served as inspiration, as the film shows a tire laden with red dust sending clouds into the air as it rolls or a red plastic bag's flight.

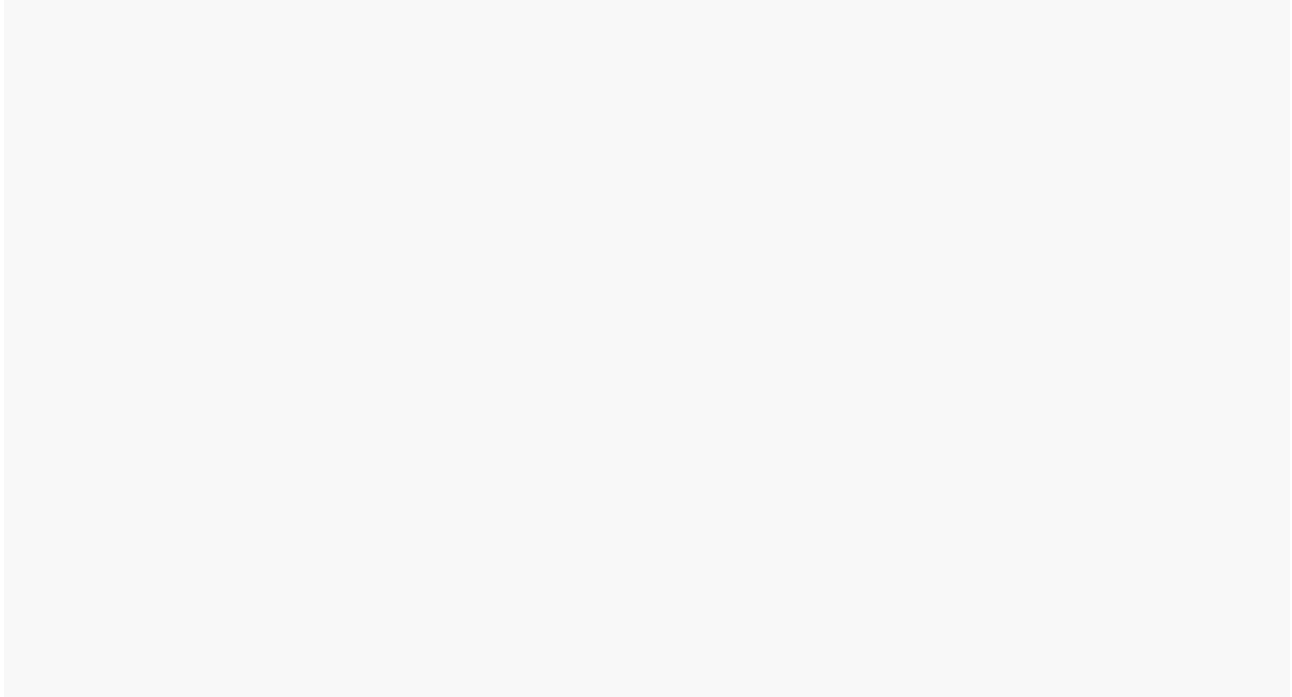
"Makeup is one of the most accessible forms of self expression women have on a daily basis; and for many women, especially those who love makeup, it's a true form of artistry," said Gina Delio, partner/chief creative officer at Tag Creative.

"The film portrays how dynamic red can be; at times dramatic, others more subtle, but always impactful," she said. "I think the film will strike a cord with those who use color and makeup to express their own mood and individuality."

Actress Kristen Stewart models a beauty look created with products in Ms. Pica's collection. Her makeup, including a smoky eye and red lips, is detailed in a tutorial on Chanel's Web site.

Per [Business of Fashion](#), Ms. Pica was hired by Chanel in January 2015, taking over the position previously held by Peter Philips, who is now at Dior. Before she took over, Chanel's cosmetics division had been without a creative director for close to two years.





Ready for day N2! Loving LE ROUGE, COLLECTION 1 #lerougecollection1 #chanelmakeup #luciapica @chanelofficial  
Wearing Rouge Allure Velvet , Rouge Tentation

A photo posted by Lucia Pica (@luciapicaofficial) on Jun 21, 2016 at 12:32am PDT

Ms. Pica is expected to bring modernity and youthfulness to Chanel's beauty line, which may enable the brand to further reach a new generation of consumers through entry-level products.

#### New direction

Before launching Ms. Pica's first collection for the brand, Chanel introduced the designer to its audience via a series of engaging videos.

Chanel taught consumers how to achieve makeup mastery with the help of supermodel Gisele Bündchen.

In the first in a new series of Chanel Beauty Talks, the model sat down with the Ms. Pica to share beauty secrets to "Free Your Glow." Compared to other makeup tutorials, the designer and model have a natural conversation, allowing their personalities to come through along with their tips and tricks ([see story](#)).

Similar to Chanel makeup, British fashion label Mulberry was without creative direction for more than a year. When transitioning to a new vision, it can help to make connections between old and new.

Mulberry gathered a diverse cast of women for a digital campaign surrounding its newly remodeled Bayswater handbag.

The #MyBayswater project highlights the bag through the lens of women in the tech, media and creative space, allowing them to tell the story of its design details. As the brand continues its transition under the creative direction of recently appointed Johnny Coca, it will have to find ways to excite a new audience while avoiding alienating its existing loyal clientele ([see story](#)).

"Every woman who buys something from Chanel is hoping to be just a little more like Coco," said Maureen O'Boyle, producer at Tag Creative. "Identifying with Coco Chanel's approach to style, self-expression- even feminism, is reminding the world that the classic fashion house is eternally modern."